

Docket No.: 418268734US1  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Denison W. Bollay

Application No.: 09/895,495

Confirmation No.: 8143

Filed: June 28, 2001

Art Unit: 3622

For: DISPLAYING AS A MAP AND GRAPHS ON  
A WEB PAGE THE GEOGRAPHICAL  
DISTRIBUTION OF VISITORS THAT CLICK  
ON BANNER ADS IN CYBERSPACE

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Examiner: N. Boveja

**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated November 26, 2007, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 7 of this paper.